

We claim:

1) In combination with a plurality of wrapped food products, each comprising a food product, an elongated tray comprising a bottom wall, side walls and end walls, each side wall having a bottom edge joined to the bottom wall, and a top edge, wherein the side walls of said tray have slots therein to enable said side walls to split and said bottom wall includes a weakened area to facilitate folding of said bottom wall, and an overwrap enclosing said tray and said food product, a reclosable display and dispensing container defining an enclosed interior space with a plurality of said wrapped food products disposed therein, said container comprising a flat-sided carton, said carton including a bottom wall, two side walls, a front wall, a back wall, and a cover hingedly connected to said back wall, ^{line of weakness?} said cover comprising a top portion and a front portion, wherein said reclosable display and dispensing container is self-supporting and wherein when said cover is removed, said food products are arrayed so that ends of food products are accessible at the top of said container, wherein each wrapped food product is oriented on one end within said container, thereby extending the food product bar's opposing end upward to yield access to said plurality of bars when the cover to said container is opened or removed.

2) A container as defined in Claim 1, wherein said cover is hingedly connected to said back wall along a line of weakness, thereby permitting said cover to be easily removed to permit unrestricted access to food items contained therein.

3) A container as defined in Claim 1, wherein said front wall includes a window to permit visual access to the food items contained therein.

4) A container as defined in Claim 1 wherein said front portion of said cover is releasably attached to said front wall by adhesive.

5) A container as defined in Claim 1 wherein said front portion of said cover overlaps

said front wall and has substantially horizontal bottom edge portions aligned with and contiguous with said bottom edges of said side portions.

6) A container as defined in claim 4, wherein the food products contained therein have an end seal protruding from opposite ends of said food product wrap, which makes the individual products readily accessible to a consumer when said display and dispensing container is open.

7) A method of forming a container having a body and a cover from an open-ended, partially pre-glued, partially assembled container comprising top, top front, top side, bottom front, bottom back, and bottom side flaps, comprising:

- a) folding the top side flaps inward;
- b) thereafter folding the top and top front over the front of the container and attaching the top front to the front of the package;
- c) inserting the food products and food delivery systems through the open bottom;
- d) folding the bottom side flaps inward;
- e) folding either the bottom front or the bottom back flap inward,
- f) folding the remaining bottom flap inward, and
- g) fastening the flap folded in step f) to the flap folded in step e).

8) A method of filling a container assembled as defined in Claim 7, wherein said container is loaded by progressively pushing a plurality of said food items into said container through an opening at the end of said container, wherein said food items comprise a food product, an elongated tray comprising a bottom wall, side walls and end walls, each side wall having a bottom edge joined to the bottom wall, and a top edge, wherein the side walls of said tray have slots therein to enable said side walls to split and said bottom wall includes a weakened area to facilitate folding of said bottom wall, and an overwrap enclosing said tray and said food product, wherein said opening is closed off by one of walls at either end of the container upon final steps of assembly of said container.

9) A method of filling a container assembled as defined in Claim 8, wherein said container is loaded by using a tool to touch and push each of the plurality of said food items into said container simultaneously.

10) In combination with a plurality of wrapped food products, each comprising a food product, an elongated tray comprising a bottom wall, side walls and end walls, each side wall having a bottom edge joined to the bottom wall, and a top edge, wherein the side walls of said tray have slots therein to enable said side walls to split and said bottom wall includes a weakened area to facilitate folding of said bottom wall, and an overwrap enclosing said tray and said food product, a reclosable display and dispensing container defining an enclosed interior space with a plurality of said wrapped food products disposed therein, said container comprising a flat-sided carton, said carton including a bottom wall, two side walls, a front wall, a back wall, and a cover hingedly connected to said back wall along a line of weakness, thereby permitting said cover to be readily detached from said back wall along said line of weakness, wherein said display and dispensing container is self-supporting and wherein when said cover is removed along said line of weakness, this permits unrestricted access to the enclosed wrapped food products contained therein, said cover comprising a top portion, two side portions and a front portion, wherein the side portions of the cover are formed as two side flaps, each attached to one end of said front portion of said cover, wherein said side flaps are glued onto two other side flaps, each attached to one end of said top portion of said cover, wherein each wrapped food product is oriented on one end within said container, thereby extending the food product bar's opposing end upward to yield access to said plurality of bars when the cover to said container is opened.

11) A container as defined in claim 10, wherein the front wall includes a window to permit visual access to the food items contained therein.

12) A container as defined in Claim 10, wherein said front portion of said cover is releasably attached to said front wall by adhesive.

13) A container as defined in claim 12, wherein the food products contained therein have an end seal protruding from opposite ends of said food product wrap, which makes the individual products readily accessible to a consumer when said display and dispensing container is open.

14) In combination with a plurality of wrapped food products, each comprising a food product, an elongated tray comprising a bottom wall, side walls and end walls, each side wall having a bottom edge joined to the bottom wall, and a top edge, wherein the side walls of said tray have slots therein to enable said side walls to split and said bottom wall includes a weakened area to facilitate folding of said bottom wall, and an overwrap enclosing said tray and said food product, a reclosable display and dispensing container defining an enclosed interior space with a plurality of said wrapped food products disposed therein, said container comprising a flat-sided carton, said carton including a bottom wall, two side walls, a front wall, a back wall, and a cover hingedly connected to said back wall along a line of weakness, wherein said reclosable display and dispensing container is self-supporting, and wherein when said cover is removed along said line of weakness said food products are arrayed so that the ends are accessible at the top of said container, said cover comprising a top portion, two side portions and a front portion, wherein the side portions of the cover are formed as two side flaps, attached to opposite ends of said top portion of said cover, to which are attached two top side flaps, each of said top side flaps being attached to the front portion of a respective one of the side flaps of said cover, wherein the top side flaps are glued to the inner side of the front portion of said cover, wherein each wrapped food product is oriented on one end within said container, thereby extending the food product bar's opposing end upward to yield access to said plurality of bars when the cover to said container is opened.

15) A container as defined in claim 14, wherein said cover is hingedly connected to said back wall along a line of weakness, thereby permitting said cover to be easily removed to permit unrestricted access to food items contained therein.

16) A container as defined in claim 15, wherein the front wall includes a window to

permit visual access to the food items contained therein.

17) A container as defined in Claim 14 wherein said front portion of said cover is releasably attached to said front wall by adhesive.

18) A container as defined in claim 12, wherein the food products contained therein have an end seal protruding from opposite ends of said food product wrap, which makes the individual products readily accessible when said display and dispensing container is open.

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